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GE Monogram Design Center Coming to Chicago Merchandise Mart

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GE Monogram - GE Appliance's luxury brand - will open its first Midwest design center location in Chicago at LuxeHome in The Merchandise Mart in March 2013. LuxeHome is the world's largest collection of boutiques for home building and renovation, and is located on the ground floor of the Merchandise Mart. It is designed to [offer](#) discerning homeowners and trade professionals one-stop-shopping for fine kitchen, bath, and building products.

The first Monogram Design Center opened in New York City's Architects & Designers Building in 2008. The NYC center has exposed thousands of designers, architects, and consumers to the GE Monogram appliances and is credited with increasing share in the northern region by 50% since it opened.

"We wanted to build on the [success](#) of our first design center by opening another location that would complement the Monogram brand and would be a great strategic move to grow our business," said Paula Cecere, manager, Monogram Design Center.

The GE Monogram Design Center in Chicago will feature working kitchens for cooking demonstrations by a professional chef. A showroom will be equipped with more than 50 GE Monogram appliances and will be outfitted with fashionable cabinetry, millwork, and finishes that complement the appliances.

Design of the 3,500-square-foot center will begin this summer with construction starting in January 2013. Once opened, the center will cater to professional trades and the general public. The GE Monogram Design Center will be staffed by three product specialists and a professional chef. The Merchandise Mart is the world's largest commercial building and is an international center for high design and luxury goods